

PHILIP MORRIS INCORPORATED**INTER-OFFICE CORRESPONDENCE**

120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Distribution

FROM: G. C. Adkins


SUBJECT: Warning Notice Rotation

DATE: July 10, 1985

We have learned that the Federal Trade Commission yesterday approved, by a vote of 3 to 2, the revised warning notice rotation plan that we submitted in June. As you know, the revised plan provides only for rotation by calendar quarters, in view of the Commission's rejection of our earlier proposal of continuous rotation of package warnings.

The two dissenting Commissioners were Mary Azcuenaga and Patricia Bailey, who apparently objected to the plan's treatment of transit advertising and to the length of the grace periods for transition from one package warning to another.

The effective date of the plan is October 12.


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cc: Messrs. T. F. Ahrensfield
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